

# Volunteering opportunity



The Arts by the Sea festival is an eight-day contemporary festival of combined arts that takes place in various indoor and outdoor locations around Bournemouth. The festival's mission is to deliver a programme of exceptional events, combining high-impact outdoor spectaculars with world music, theatre shows, light art and digital installations.

<b>Role:</b>	<b>Marketing Intern</b>
Reporting to:	Nick Collins in the Tourism Marketing Team
Timeframe:	April 2017 – October 2017
Objectives:	To promote the festival, individual performances/ workshops and any other festival - related projects through marketing, PR and social media in the run-up to and during the festival (14 <sup>th</sup> – 21 <sup>st</sup> October 2017).
Tasks and what you gain from this opportunity:	<ul style="list-style-type: none"> <li>• Work with and gain knowledge and expertise from the Bournemouth Borough Council Marketing team in relation to marketing, PR and social media platforms.</li> <li>• Assist with marketing research, admin and production of printed material.</li> <li>• Gain an understanding of marketing and social media strategy, monitoring, evaluation, use of analytics tools, creation of timelines, diaried posts, boosting posts financially.</li> <li>• Work closely with the festival Marketing Officer to create and respond to posts on Facebook, Twitter and Instagram, including the use of artist approved images and copy.</li> <li>• Link the use of social media to the Arts by the Sea website.</li> <li>• Promote the festival in the run up to and on site during the festival.</li> <li>• Access to Bournemouth Council's online learning and development system</li> </ul>
Skills and qualifications/ requirements:	<ul style="list-style-type: none"> <li>• Over 18.</li> <li>• Good computer skills (experience in Photoshop desirable).</li> <li>• A genuine desire to help the Arts by the Sea Festival reach its goals.</li> <li>• Able to make your own travel arrangements to attend your volunteering opportunity.</li> <li>• Listen to and follow instructions from staff within the remit of the volunteer role.</li> <li>• Do your best to be reliable in regards to your hours and give us as much notice as possible if you cannot attend.</li> <li>• Act and represent the Council in a suitable manner when wearing the Arts by the Sea festival uniform.</li> <li>• Agree to work within Bournemouth Borough Council's values, policies and procedures, as outlined in our Volunteer Policy.</li> </ul>
Further details: location, hours, expenses, insurance, behaviour, dress code:	<ul style="list-style-type: none"> <li>• Based in the Town Hall Annexe.</li> <li>• Minimum 6 hours a week and minimum 3 hours at a time, subject to change and flexible depending on your own requirements.</li> <li>• You and your volunteer coordinator will discuss what reasonable expenses can apply for.</li> <li>• You will be covered by Bournemouth Borough Council's insurance while in this role and when on site at the Arts by the Sea festival.</li> <li>• You may be asked to wear uniform if working on site during the festival.</li> </ul>
What we gain from your involvement:	Your assistance is an invaluable resource for us and will help reach and develop our audience, widening participation in the arts in Bournemouth in general and specifically at the Arts by the Sea festival. You will help us make the festival possible, hit our targets and ensure we meet our obligations to our funders.
Meeting the team and induction:	You may be asked to come in and meet the festival team at the Town Hall Annexe and if appointed into this volunteer opportunity will be given an induction.

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## Your details:

All data supplied is held in compliance with the Data Protection Act 1998 and stored by Bournemouth Council securely. We will never share your details with any third party, only some Council Departments that may wish to inform of further volunteering opportunities. You can opt out from receiving further communications regarding volunteering by contacting us at any time.

Name:			
Address:			
Email:			
Contact number:			
Why do you wish to apply for this role?			
What particular skills to you have which would help you in this role?			
Would you be able to fulfil the time commitments this role requires?			
How did you hear about this opportunity?	CVS/Bournemouth Council Website/Arts Bournemouth Website /University/NCS/Other		
Do you consider yourself a disabled person?	Yes		No
If yes, do you have any access requirements to help you in this role? (Large print etc)			
I can confirm that the information I have supplied is correct to the best of my knowledge and I agree to adhere to the volunteer agreements set out by the Council service I will be volunteering in. I understand that neither myself nor the Council intend any employment relationship to be created either now or at any time in the future.			
Signed:			
Dated:			

The Arts by the Sea Festival will not discriminate directly or indirectly on the basis of differences other than suitability for the role. We aim to create an inclusive environment, taking positive action to encourage participation from less represented groups. Please contact us if you have any concerns about the physical accessibility of the venue or location, the requirements of the role (such as time commitment), expenses or if you need information about the opportunity in an easy-to-read format.

Please send your completed form to: [leigh.hayler@bournemouth.gov.uk](mailto:leigh.hayler@bournemouth.gov.uk)